

1 1. A method of delivering electronic content,
2 comprising:
3 providing instructions that cause a first computer
4 to collect information including an e-mail address, and
5 transmit the collected information to a second computer; and
6 processing the transmitted information at the second
7 computer by selecting electronic content for transmission to
8 the e-mail address and e-mailing the selected electronic
9 content.

1 2. The method of claim 1, wherein providing
2 instructions comprises providing web-page instructions.

1 Sub 01 3. The method of claim 2, wherein web-page
2 instructions comprise HTML instructions.

1 4. The method of claim 2, wherein the instructions
2 comprise form instructions.

1 Sub 02 5. The method of claim 1, wherein the instructions
2 that cause the first computer to collect information
3 comprise instructions that query the first computer for
4 information.

1 6. The method of claim 1, wherein the instructions
2 that cause the first computer to collect information
3 comprise instructions that receive user input.

1 7. The method of claim 1, wherein the information
2 comprises demographic information.

1 8. The method of claim 1, wherein the information
2 comprises system information.

1 9. The method of claim 1, wherein processing the
2 information comprises executing a script.

1 10. The method of claim 8, wherein the script
2 comprises a Common Gateway Interface script.

1 11. The method of claim 1, wherein the instructions
2 remain present at the first computer during the processing.

1 12. The method of claim 1, wherein the electronic
2 content comprises text.

1 13. The method of claim 1, wherein the electronic
2 content comprises graphics.

1 14. The method of claim 1, wherein the electronic
2 content comprises video information.

1 15. The method of claim 1, wherein the electronic
2 content comprises audio information.

1 16. The method of claim 1, wherein the electronic
2 content comprises executable instructions.

1 17. The method of claim 1, wherein selecting
2 electronic content comprises selecting electronic content
3 based on the transmitted information.

1 18. The method of claim 1, wherein the information
2 comprises identification of the instructions that
3 transmitted the information

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19. The method of claim 1, wherein the information comprises identification of a computer that transmitted the information.

20. A method of delivering electronic content, comprising:

providing web-page form instructions that cause a first computer to interactively collect an e-mail address from a user and transmit information including the collected address information to a second computer; and

processing the transmitted information at the second computer by using the transmitted information to select electronic content and e-mailing the selected electronic content to the collected e-mail address.

21. A computer-implemented method of providing access to electronic content, comprising:

displaying in a browser a web-page that includes a link corresponding to electronic content;

in response to a user's selection of the link, collecting information without modifying the web-page displayed in the browser, the collected information including an e-mail address;

transmitting the collected information to a remote server; and

sending electronic content from the remote server to the e-mail address based on the collected information.

22. A computer program, disposed on a computer readable medium, the computer program including instructions for causing a first computer's processor to:

4 receive information collected by instructions at a
5 second computer, the information including an e-mail
6 address; and
7 based on the received information, select electronic
8 content, and transmit the selected electronic content to the
9 e-mail address included in the received information.

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1 23. The computer program of claim 22, wherein the
2 instructions that cause the processor to select electronic
3 content comprise instructions that cause the processor to
4 use a table that indicates electronic content corresponding
5 to data included in the received information.

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